

RJ REYNOLDS

TOBACCO COMPANY

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PROMOTIONAL COORDINATOR

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April 17, 1998

L. E. MacWilliams

BEST PRACTICES

Listed are 'tools' which I have found helpful:

1. **Attachment 1:** Regional Promotional Calendar
Contains summarized monthly promotional information and Regional retail distribution dates and pertinent information.

2. **Attachment 2:** Promotional Case Prototypes (Excel)
Helps to 'visualize' display set-up and product needs.

3. **Attachment 3:** Product Order Spreadsheets (Excel)
Contains all formulas necessary to determine product / display needs and is E-Mailed to Order Department for entry, then return E-Mailed with product \$ amounts entered. (An E-Mail type system, within BPE, which could be sent directly to Customer Service, would be an even greater time-saver). *July - what @ state usage of mchne? // can spreadsheet be mail merged w/ letters to D.A's?*

4. **Attachment 4:** Promotional Voucher Payment Form (Excel)
Packing Payment Voucher Request Form for each Manager / Sales Rep with all their direct accounts summarized on one page for each Promotion. Packing Payments are automatically issued by ROU 2 weeks after retail distribution date unless Manager / Sales Reps notifies ROU otherwise.

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5. Our Region has recently begun to utilize larger direct accounts to handle the promotional needs for smaller direct accounts that had not been included in several promotions due to allocation / inventory issues.

Works much the same way as 'sub-jobber' does; the larger direct account packs and ships completed displays to the smaller direct account, which allows small direct accounts promotional and *Partner* participation for their customer base.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

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ATTACHMENT 1

REGION 6XX-1998 PROMOTION DELIVERY DATES

2ND QTR '98 PROMOTIONAL CALENDAR		**EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE** TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE						
MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	PARTNERS REPORTING DESCRIPTION	ADDITIONAL INFORMATION	NO. OF ACCOUNTS (SLEETS)	NO. OF OFFERS PER DISPLAY	PROMOTIONAL UPC
JUNE	80042	VAP	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23797 (SLEETS) 23770 DOR LTBX (10) 23389 DOR BOX (10) 23363 DOR ULT (10) 23365 DOR LTBX (10)
	80043	(NON-REGION) VAP	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80044	VAP	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80045	HLVOL	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80046	GTS/SPACK	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80047	VAP	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80048	HLVOL	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80049	GTS	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80050	GTS	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80051	GTS	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
TOTAL OF JUNE								
JUNE	80052	HLVOL	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
	80053	GTS	DORAL BIG IF	DORJUN BIG IF	RESERVED FOR REGION 6XX	57000	20 OFFERS (6000)	23360 (SLEETS) 23360 DOR LTBX (10) 23363 DOR BOX (10) 23365 DOR LTBX (10)
TOTAL OF JUNE								

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ATTACHMENT 2

70¢ OFF 2-PACKS

1 DISPLAY = 4 CARTONS (2 CARTONS EACH OF 2 STYLES) = 20 OFFERS

ONE 6M CASE = 7.5 DISPLAYS (2 (6M) BRANDSTYLES = 15 DISPLAYS)

FORMULA FOR PACKING PAYMENT: \$14/6M CASE (\$28/12M CASE)

P=Promoted Pack @ .35¢ Tear Tape

		6M CASE					6M CASE						
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
One Display	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	One Display
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	
	1 ctn	P	P	P	P	P	P	P	P	P	P	1 ctn	

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ATTACHMENT 3 / FORMULAS

EXCEL SPREADSHEET / PRODUCT ORDERS

WHEN NUMBER OF DISPLAYS (FROM TEMPLATE) IS ENTERED FOR DIRECT ACCOUNT, SPREADSHEET IS SET UP TO GENERATE THE FOLLOWING CALCULATIONS:

1. NUMBER OF CASES PER BRAND STYLE NEEDED FOR #/DISPLAYS
2. PACKING PAYMENT FOR NUMBER OF DISPLAYS ENTERED
3. NUMBER OF 12M CASES REQUIRED FOR DISPLAYS ENTERED
4. NUMBER OF TOTAL DISPLAYS REQUIRED TO MATCH CASES SHIPPED.

EXAMPLE:

AUER (SIS #026300) HAS 79 DISPLAYS ON HIS TEMPLATE.
IT IS NECESSARY TO SHIP 3 CASES EACH BRAND STYLE FOR 79 CASES.

PACKING PAYMENT FOR SHIPPING 79 DISPLAYS IS:
\$58.80 WHICH EQUALS 4.20 12M CASES PAID AT \$14/CASE

90 DISPLAYS WOULD BE REQUIRED TO MATCH THE 12 CASES SHIPPED
TO AUER FOR THIS PROMOTION.

J. CAMPBELL
4/98

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ATTACHMENT 3

APRIL DORAL B1G1F PROMOTION #800219										
				D O R A L (6M)				APRIL PROMOTION		
				MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100			
ACCT #	PO #	ACCOUNT NAME	UPC	25184	25185	25189	25188	TOTAL ORDER \$ AMOUNT	ARRIVAL DATE	#SKUS/ DORAL DISPLAYS (ITEM #540971) PER SKU)
DIV #1622				CALCULATIONS						#DISPLAYS PER DIRECT ACCOUNT
026300	NO	AUER	2.63 ①	3	3	3	3	P/Pymt \$58.80	3/23/98 ②	79 ③
236370	NO	GRAYS WHLS	0.70	1	0	1	1	P/Pymt \$14.70	3/23/98	21
533288	NO	JONES McINTOSH	4.00	4	4	4	4	P/Pymt \$78.40	3/23/98	120
332400	NO	KEYCO	0.33	0	0	0	0	Too few P/Pymt \$0.00	3/23/98	10
332520	NO	KEYSTONE	0.47	0	0	0	0	Too few P/Pymt \$0.00	3/23/98	14
332880	NO	KEY STORES	0.00	0	0	0	0	Too few P/Pymt \$0.00	3/23/98	0
336100	YES Use 'Judy'	KINNEY	0.00	0	0	0	0	P/Pymt \$0.00	3/23/98	0
375878	YES	McLANE NE (Consolidated #607865) Call D.Cook for	28.30	29	29	29	29	I WILL PLACE ORDER W/ KATHY HAMMOND P/Pymt \$588.40	3/23/98	849
094931	NO	MID VALLEY	1.23	1	2	1	1	P/Pymt \$24.50	3/23/98	37
442680	082597	MOUNTAIN CNDY	2.60	3	3	3	3	P/Pymt \$58.80	3/23/98	78
447000	082597	MUTUAL WHSL	1.17	2	1	1	1	P/Pymt \$24.50	3/23/98	35
761406	REQUIRED Use 'Judy'	KLEIN CANDY	9.73	10	10	10	10	P/Pymt \$196.00	3/23/98	292
468800	NO	NORTH COUNTRY	0.50	0	0	1	1	P/Pymt \$9.80	3/23/98	15
570300	082697	SCHEIDELMAN	0.93	1	1	1	1	P/Pymt \$19.60	3/24/98	28
ARRIVAL DATE: Tues/Thurs Delivery				54	53	54	54			1578

of Displays from Template

④ ① Case per step

② Packing Payment #14/12M Case

③ # of 12M Case to pack

④ # of Displays needed for Cases shipped

ATTACHMENT 3 / formulas

APRIL D				D O R A L (8M)				APRIL PROMOTION			
ACCT #	PO #	ACCOUNT NAME	UPC	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100	TOTAL ORDER \$ AMOUNT	ARRIVAL DATE	#SKUS/ DORAL DISPLAYS ITEM #8409711 (1 PER SKU)	#DISPLAYS PER DIRECT ACCOUNT
DIV #16				25184	25185	25189	25188				
26300	NO	AUER	CALCULATIONS =SUM(K8:J30) ①	3	3	3	3	PI/Pymt =SUM(E8:H8)*4.9 ②	35877	79	=SUM(J7:J14) ③
236370	NO	GRAYS WHLS	=SUM(K8:J30)	1	0	1	1	PI/Pymt =SUM(E8:H8)*4.9	35877	21	=SUM(J9:J14)
533288	NO	JONES McINTOSH	=SUM(K10:J30)	4	4	4	4	PI/Pymt =SUM(E10:H10)*4.9	35877	120	=SUM(J11:J14)
332400	NO	KEYCO	=SUM(K12:J30)	0	0	0	0	PI/Pymt =SUM(E12:H12)*4.9	35877	10	=SUM(J13:J14)
332520	NO	KEYSTONE	=SUM(K14:J30)	0	0	0	0	PI/Pymt =SUM(E14:H14)*4.9	35877	14	=SUM(J15:J14)
332880	NO	KEY STORES	=SUM(K16:J30)	0	0	0	0	PI/Pymt =SUM(E16:H16)*4.9	35877	0	=SUM(J17:J14)
336100	YES Use 'Judy'	KINNEY	=SUM(K18:J30)	0	0	0	0	PI/Pymt =SUM(E18:H18)*4.9	35877	0	=SUM(J19:J14)
375878	YES	McLANE NE (Consolidated #607855) Call D.Cook for delivery	=SUM(K20:J30)	29	29	29	29	I WILL PLACE ORDER W/KATHY HAMMOND PI/Pymt =SUM(E20:H20)*4.9	35877	849	=SUM(J21:J14)
94931	NO	MID VALLEY	=SUM(K22:J30)	1	2	1	1	PI/Pymt =SUM(E22:H22)*4.9	35877	37	=SUM(J23:J14)
442680	82597 ARRIVAL DA	MOUNTAIN CANDY	=SUM(K24:J30)	3	3	3	3	PI/Pymt =SUM(E24:H24)*4.9	35877	78	=SUM(J25:J14)
447000	82597 ARRIVAL DA	MUTUAL WHSL	=SUM(K26:J30)	2	1	1	1	PI/Pymt =SUM(E26:H26)*4.9	35877	35	=SUM(J27:J14)
761406	REQUIRED Use 'Judy'	KLEIN CANDY	=SUM(K28:J30)	10	10	10	10	PI/Pymt =SUM(E28:H28)*4.9	35877	292	=SUM(J29:J14)
468800	NO	NORTH COUNTRY	=SUM(K30:J30)	0	0	1	1	PI/Pymt =SUM(E30:H30)*4.9	35877	15	=SUM(J31:J14)
570300	82697 ARRIVAL DA	SCHEIDELMAN Times/Thurs Delivery	=SUM(K32:J30)	1	1	1	1	PI/Pymt =SUM(E32:H32)*4.9	35878	28	=SUM(J33:J14)
				=SUM(E6:E32)	=SUM(E6:F32)	=SUM(G6:G3)	=SUM(H6:H32)				=SUM(K6:K9,K)

ATTACHMENT 4 PACKING PAYMENT VOUCHER REQUEST FORM

APRIL: DORAL B1G1F / PROMOTION #800219									
PRE-SLEEVED PROMOTION, BRAND STYLES (GM): DORAL MENTHOL LT 100 / UBT LT 100 / LT BOX 100 / FF BOX 100									
**NOTE: THE DIFFERENCE BETWEEN NUMBER OF DISPLAYS ORDERED TO DIRECT ACCOUNT AND NUMBER OF DISPLAYS TO BE SHIPPED TO RETAIL (ON TEMPLATE), REPRESENTS EXTRA NUMBER OF DISPLAYS. RJR MANAGER TO ENSURE DISTRIBUTION OF ANY EXTRA DISPLAYS TO APPROPRIATE ACCOUNTS. VOUCHERS FOR PACKING PAYMENTS WILL BE MAILED TO EITHER RJR MANAGER OR DIRECT ACCOUNT (AS INDICATED). 2 WEEKS AFTER PROMOTION RETAIL DISTRIBUTION DATE, ADVISE JUDY IF PAYMENT DISTRIBUTION SHOULD BE CHANGED OR IF RETAIL DISTRIBUTION WAS NOT COMPLETED BY DIRECT ACCOUNT.									
DIV	SIS#	ACCOUNT NAME	TOTAL NUMBER OF DISPLAYS SHIPPED TO DIRECT ACCOUNT	NO. OF DISPLAYS ON TEMPLATE (ENSURE EXTRA DISPLAYS ARE USED FOR RJR ACCOUNTS)	TOTAL #/12M CASES NEEDED TO PACK PROMOTION	PACKING PAYMENT (Per 12M Case)	INDICATES PAYMENT DISTRIBUTION	SHIP DATE TO VAP RETAIL ACCTS: 4/6/98	VOUCHER # (For ROU Use Only)
R. SMITH									
1622	468800	NORTH COUNTRY (Handled by S/Rep 162201)	15	15	07	\$9.80	<input checked="" type="checkbox"/> MGR/ <input checked="" type="checkbox"/> ACCT	SHIPPED: (Y/N)	Voucher #
1622	236370	GRAYS WHSL (Handled by S/Rep 162201)	23	21	1	\$14.00	<input checked="" type="checkbox"/> MGR/ <input checked="" type="checkbox"/> ACCT	SHIPPED: (Y/N)	Voucher #
1622	332880	KEY STORES (Handled by S/Rep 162208)	0	0	0	\$0.00	NOT INCLUDED THIS PROMOTION	N/A	Voucher # N/A
1622	332400	KEYCO (Handled by S/Rep 162208)	0	0	0	\$0.00	NOT INCLUDED THIS PROMOTION	N/A	Voucher # N/A
1622	570300	SCHEIDELMAN, INC. (Handled by S/Rep 162206)	30	28	14	\$19.60	<input checked="" type="checkbox"/> MGR/ <input checked="" type="checkbox"/> ACCT	SHIPPED: (Y/N)	Voucher #

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R REQUEST FORM

800219			
100/LT BOX 100/JFF BOX 100			
COUNT AND NUMBER OF NUMBER OF DISPLAYS. PROPRIATE ACCOUNTS.			
RECT ACCOUNT (AS INDICATED) : DISTRIBUTION SHOULD BE CHANGED			
12M S TO ION	PACKING (X) INDICATES PAYMENT (\$14 Per 12M Case)	SHIP DATE TO VAP RETAIL ACCTS: 4/6/98	VOUCHER # (For ROU Use Only)
	\$78.40	X MGR/ ACCT	SHIPPED: (Y/N)
	\$63.00	X MGR/ ACCT	SHIPPED: (Y/N)
	\$29.40	X MGR/ ACCT	SHIPPED: (Y/N)
	\$9.80	X MGR/ ACCT	SHIPPED: (Y/N)
	\$19.60	X MGR/ ACCT	SHIPPED: (Y/N)
	\$0.00	NOT INCLUDED THIS PROMOTION	SHIPPED: (Y/N)
			Voucher # N/A